

Message Text

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PAGE 01 STATE 044769
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INFO OCT-01 EA-12 ISO-00 EB-08 USIA-15 /036 R

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TO AMEMBASSY JAKARTA

INFO AMCONSUL MEDAN

AMCONSUL SURABAYA

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E.O. 11652:N/A

TAGS: BEXP: ID

SUBJECT: CCP FY 1978 FIRST QUARTER REPORT

REF: (A) JAKARTA 1040 (B) JAKARTA A-146; DECEMBER 19,
1977 (C) JAKARTA A-7; JANUARY 17, 1978

1. WCAG MET FEBRUARY 1 AT COMMERCE TO REVIEW CCAG REPORT
ON FIRST QUARTER 1978 CCP. MEETING OPENED WITH COMMENTS
ON DINAMIKA FINAL EXHIBITION REPORT (REF C) AND INTRO-
DUCTION OF TED VILLINSKI, FSO ON TDY ORIENTATION AT
COMMERCE, PRIOR TO ASSIGNMENT TO JAKARTA.

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2. WCAG AGREED THAT FIRST QUARTER CCP GOALS WERE MET.
FOR TWO MAJOR CAMPAIGNS (I.E., WOOD PROCESSING INDUSTRY
EQUIPMENT AND AGRIBUSINESS EQUIPMENT) MOST ACTIONS TAKEN
RELATED DIRECTLY TO DINAMIKA.

3. THE NEW MAJOR PROJECTS LIST UPDATED THROUGH OCTOBER
1977 HAS BEEN RECEIVED. THE EXTENT OF U.S.G. ASSISTANCE

TO BE PROVIDED U.S. FIRMS WANTING TO PARTICIPATE IN THESE PROJECTS IS DIRECTLY RELATED TO THE DEPTH AND TIMELINESS OF EMBASSY REPORTS ON SPECIFIC ACTIVE PROJECTS. POST SHOULD NOTICE THAT EMPHASIS IS PLACED ON "ACTIVE" PROJECTS

MEANING THAT COMMERCE'S MAJOR EXPORT PROJECTS DIVISION (MEPD) FEELS THAT ONCE PROJECTS HAVE BEEN IDENTIFIED AND LISTED, THIS DOES NOT NECESSARILY SUFFICE. ADDITIONAL AND CONTINUING DETAILED REPORTING WILL ENABLE MEPD TO APPRISE FIRMS AND DETERMINE IF THEY CAN SUCCESSFULLY PARTICIPATE IN THOSE ACTIVE PROJECTS.

4. WCAG NOTES DISCONTINUANCE OF JAKARTA BUSINESS BULLETIN AND INTENDED USE OF INSERT CONTAINING INFORMATION SPECIFICALLY ON INDONESIA IN BIMONTHLY TRADE USA. WHILE TRADE USA WILL SURELY CARRY SCHEDULE OF IMC SINGAPORE EVENTS, WCAG INTERESTED THAT INSERT BE USED TO ADDITIONALLY HIGHLIGHT EVENTS AND U.S. PRODUCTS FEATURED AT IMC IN INTEREST OF GREATLY IMPROVING POTENTIAL INDONESIAN BUYER INVOLVEMENT IN IMC PROMOTIONS. WCAG SUGGESTS THAT USE OF NEW VEHICLE FOR COMMERCIAL NEWSLETTER MAY BE GOOD TIME FOR POST TO EVALUATE WHETHER IMPROVEMENTS CAN BE MADE IN TARGETS FOR TRADE PROMOTION EFFORTS, INCLUDING MAILING LISTS, PROMOTION MEDIA AND TECHNIQUES. FOR EFFORT INVOLVED, ATTENDANCE AT DINAMIKA ESPECIALLY FROM OUTSIDE JAKARTA, WAS DISAPPOINTING. RECENT POST ATTEMPT TO UNCLASSIFIED

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ORGANIZE "SPRECHTAGE" TYPE EVENT WAS DISCUSSED AT SOME LENGTH, NOTING WHAT APPEARS TO BE CHARACTERISTICALLY DIFFICULT TASK OF LURING INDONESIAN BUSINESS TYPES INTO TRADE EXPANSION FORUMS.

5. RE RECOMMENDED CHANGES IN FY 1978 CCP (REF A), WCAG HAS DELETED ACTION 7 OF CAMPAIGN 2.

6. RE CAMPAIGN 4, TEXTILE INDUSTRY EQUIPMENT, NOT ALL CAMPAIGNS MUST BE HINGED ON IMPLEMENTING A SPECIFIC TRADE PROMOTION EVENT. THE INDUSTRIAL OUTLOOK REPORT ON TEXTILES (REF B) STATES THAT THE VERY ADVANTAGEOUS CREDIT TERMS OFFERED BY THE JAPANESE MAY NOT BE AVAILABLE IN FUTURE AND THAT MORE EMPHASIS MAY BE PUT ON EFFICIENCY, DURABILITY, AND QUALITY CONTROL IN THE GROWING MARKET FOR EQUIPMENT SALES. WCAG WOULD APPRECIATE RECONSIDERATION BY POST OF THIS CAMPAIGN; ALSO WOULD LIKE TO KNOW WHETHER THE TWO ARTICLES ON THE U.S. TEXTILE INDUSTRY (ACTION 4) WERE PLACED IN ANY TRADE PUBLICATIONS. IF NOT, THIS ACTION, AS WELL AS ACTIONS 2 AND 7, COULD BE RETAINED. OTHER ACTIONS WHICH MIGHT BE CONSIDERED WOULD BE FILM/ SLIDE SHOWINGS OF U.S. TEXTILE EQUIPMENT AND PERSONAL

VISITS TO LEADING TEXTILE MANUFACTURERS AND TRADERS.
USDOC IS INVESTIGATING A SLIDE PRESENTATION USED BY THE
AMERICAN TEXTILE MANUFACTURERS ASSOCIATION. DEPENDING ON
TIMING, ATMA MAY BE WILLING TO LOAN ITS SLIDES FOR A
SHOWING IN JAKARTA AND MIGHT POSSIBLY PROVIDE A REPRESENT-

ATIVE FOR EVENT. IF CAMPAIGN IS DROPPED, THE MANDAYS
NOT UTILIZED IN THE FIRST QUARTER SHOULD BE ALLOCATED
ELSEWHERE. VANCE

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